RECEIVED MAY 20 1974

PENGUIN BOOKS INC

72 FIFTH AVENUE NEW YORK, N. Y. 10011

924-8801

16 May 1974

Mr. Stewart Brand
Whole Earth Epilog
Box 428
Sausalito, Calif. 94965

Dear Mr. Brand:

Re: Whole Earth Epilog advertisements

Enclosed is our catalogue copy, which you might want to refer to in preparing the ads for Publishers' Weekly and Library Journal. I am also enclosing glossy prints of our colophon. Please note the following points:

(1) Publishers' Weekly: The size of the ad is 7" x 10". The ad should give the prices of both the hard-cover and the paperback editions. The copy must include this statement: "Orders received before September 30, 1974, will be shipped at the usual special advance terms on Penguin books for retailers and wholesalers." Our name, which is correctly written without punctuation, and our Baltimore address should also be given.

(2) Library Journal: The size of the ad is 6 3/4" x 4 7/8". The copy should refer to the hard-cover edition only. It should also mention that the Epilog is available through the usual wholesale suppliers. Again, our name should appear with our Baltimore address.

It is essential that I receive the two mechanicals by July 26 at the latest. We hope, however, that you will be able to prepare them well before that date as we would like to send photocopies to our sales force as soon as possible. May we see the copy for both ads before the type is set? If we can be of further help to you, please write or call.

With best regards,

Warren Means

Warren Means

Encs.

Announcing a special fall 1974 publication!

From the creators of the Whole Earth Catalogs

The
WHOLE EARTH EPILOG

The Whole Earth Epilog is an unexpected sequel to the celebrated Last Whole Earth Catalog. In May 1971, Stewart Brand and his colleagues announced that they had ceased making Whole Earth Catalogs forever. They believed that someone else would quickly take their place--but no one did, and The Last Whole Earth Catalog continued to sell 5000 copies a week with increasingly outdated information. Meanwhile, the American economy was hit by a whirlwind inflation that left more and more people in search of high quality at low cost. For these people, the Whole Earth Epilog has now been put together.

Containing all new material, the Epilog supplements (without superseding) the last Catalog. Like the Catalog, it offers ideas, facts, and tools--from alternate sources of energy to needlework, from "sensuous" gadgets to traditional wisdom, from nomadic furniture to automotive maintenance, from alchemy to Zen cooking. And every item is easily available by mail. Read about all of them in the exciting pages of the new Whole Earth Epilog.

Penguin 3950	Approximately 320 pages	$4.00(t)
Penguin Hard-Cover PB15		$10.00(t)

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NEW YORK, N.Y. 10011

Colophons